## **CLAIMS**

What is claimed is:

1. An organic electroluminescent (EL) display device comprising:

an anode;

a hole transport layer formed on the anode;

a light-emitting layer formed on the hole transport layer;

a cathode formed on the light-emitting layer; and

an electron injection layer including a metal oxide represented by formula 1 formed between the light-emitting layer and the cathode,

## wherein:

formula 1 is MA<sub>x</sub>MB<sub>y</sub>O<sub>z</sub>,

MA is an alkali metal or alkali earth metal,

MB is a group IV or V metal,

x is a number between 1 and 2 inclusive,

y is a number between 1 and 2, and

z is a number between 2 and 3 inclusive.

2. The organic EL display device of claim 1, wherein the metal oxide represented by formula 1 is LiNbO<sub>3</sub>, LiTaO<sub>3</sub>, BaTiO<sub>3</sub> or KNbO<sub>3</sub>.

3. The organic EL display device of claim 1, wherein the electron injection layer has a thickness from 5 to 20 Å inclusive.

- 4. The organic EL display device of claim 1, further comprising a hole injection layer between the anode and the hole transport layer.
- 5. The organic EL display device of claim 1, further comprising an electron transport layer between the light-emitting layer and the electron injection layer.
- 6. The organic EL display device of claim 1, wherein the MA of the metal oxide represented in formula 1 is from the group consisting of Li, Na, K, Rb, Cs, Mg, Ca, Ba, and Sr.
- 7. The organic EL display device of claim 1, wherein the MB of the metal oxide represented in formula 1 is from the group consisting of Ti, Zr, Hf, V, Nb, and Ta.
- 8. The organic EL display device of claim 1, wherein the metal oxide represented by formula 1 is LiNbO<sub>3</sub>.
- 9. The organic EL display device of claim 1, wherein the metal oxide represented by formula 1 is LiTaO<sub>3</sub>.

- 10. The organic EL display device of claim 1, wherein the metal oxide represented by formula 1 is BaTiO<sub>3</sub>.
- 11. The organic EL display device of claim 1, wherein the metal oxide represented by formula 1 is KNbO<sub>3</sub>.
- 12. The organic EL display device of claim 1, wherein the hole transport layer further comprises a dopant capable of emitting light at electron-hole bonds so as to allow emission colors to be adjusted according to the kind and content of the dopant.
- 13. The organic EL display device of claim 12, wherein the dopant is selected from the group consisting of
  4-(dicyanomethylene)-2-t-butyl-6-(1,1,7,7-tetramethyljulolidyl-9-enyl)-4H-pyran, Coumarin 6,
  Rubrene, DCM, DCJTB, Perylene, and Quinacridone.
- 14. The organic EL display device of claim 12, wherein the dopant is in an amount of 0.1 to 5% by weight of the hole transport layer.
- 15. The organic EL display device of claim 5, wherein the electron transport layer has a thickness of 30nm to 100nm.

16. The organic EL display device of claim 5, wherein the electron transport layer includes Alq<sub>3</sub>.

- 17. The organic EL display device of claim 5, wherein the electron transport layer further includes a dopant capable of emitting light.
- 18. The organic EL display device of claim 17, wherein the dopant is selected fro a group consisting of

4-(dicyanomethylene)-2-t-butyl-6-(1,1,7,7-tetramethyljulolidyl-9-enyl)-4H-pyran, Coumarin 6, Rubrene, DCM, DCJTB, Perylene, and Quinacridone.